



# County of Los Angeles CHIEF EXECUTIVE OFFICE

713 KENNETH HAHN HALL OF ADMINISTRATION  
LOS ANGELES, CALIFORNIA 90012  
(213) 974-1101  
<http://ceo.lacounty.gov>

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March 11, 2008

To: Supervisor Yvonne B. Burke, Chair  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: William T Fujioka  
Chief Executive Officer

## **BOARD MOTION – LOS ANGELES COUNTY EMERGENCY PREPAREDNESS GUIDE FOR UNINCORPORATED AREAS**

This memo is in response to your Board motion dated October 23, 2007, regarding the creation of a new Los Angeles County Emergency Preparedness Guide.

The Office of Emergency Management (OEM) reviewed the Topanga Disaster Survival Guide with several County departments, including the Office of Education, in addition to several media outlets and non-profit organizations active in emergency management.

The consensus of the experts from the above agencies with whom we consulted confirmed that while the Topanga Guide is an excellent concept, a cut-and-paste approach would not produce the desired product for the following reasons:

- The software of the original Topanga guide does not permit the required editing; therefore, the guide must be recreated using different software.
- In order to create a culturally sensitive guide, the non-profit and faith-based organizations with whom we consulted stressed the need to work with them during the creation of the document rather than afterward.
- New photos will be required to ensure numerous cultural groups are represented.

- Editing 60 to 70 percent of the guide that is very specific to the Topanga Canyon area will be more difficult and time consuming than creating a new county-oriented document from the beginning.

In view of the above factors, OEM recommends the best course of action is to create a new Los Angeles County Emergency Preparedness Guide. A draft could be available by mid-April, with a final version to be completed by July 2008. The plan is to print the guides in August to have them ready to distribute during National Preparedness Month in September 2008, which could be part of a larger marketing campaign.

For the best collaboration, OEM will consult with the following organizations throughout the completion of the project:

- Los Angeles County Fire, Public Health, Mental Health, Sheriff, Animal Care and Control, Public Social Services, and Public Works
- Los Angeles County Office of Education
- California Association of Private Schools Organization
- Mr. Bill Buerge (Designer of the original Topanga Disaster Survival Guide)
- Chief Executive Office's graphic design office
- Emergency Network Los Angeles (Recognized by the County as the official voluntary organization active in disasters. This organization is comprised of non-profit and faith-based groups such as the American Red Cross, Salvation Army, Los Angeles Regional Food Bank, and Volunteer Center of Los Angeles.)
- Emergency Survival Program Coordinating Council
- Emergency Management Council subcommittee
- Various Los Angeles County media outlets
- Board deputies

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OEM would also like to highlight each supervisorial district with a community-specific supplement to the general guide and accordingly will communicate with the Unincorporated Area Board Deputies to develop this portion of the guide.

Funding possibilities for the printing, translation, distribution, and campaign could come from local businesses and non-profit partners. Once the draft of the Emergency Preparedness Guide is approved, OEM will provide a marketing strategy which will address developing public and private partnerships to fund and facilitate its distribution.

By following the recommended strategy of developing the guide as a team effort, the County will create an inclusive, culturally sensitive Emergency Preparedness Guide to ensure the County delivers the right message to the right people in the right places at the right time. If you have any questions or concerns, please contact Ms. Barbara Adams, OEM, at 323-980-2092 or by email at [badams@lacoec.org](mailto:badams@lacoec.org).

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